Cloud Catalyst

D.4.4. Bootcamp Report

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Disclaimer

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of contents

Executive Summary

The key objective of this document is to describe and evaluate CloudCatalyst Bootcamps. Several indicators will be defined to evaluate the success of the proposed action plan, implement all the necessary adjustments in the methodologies and establish the framework for future sustainability of the bootcamps.

This document will cover the key aspects of the bootcamp definition, positioning and implementation, namely:

- KPIs for bootcamps' evaluation
- Calendar for the organization of the actions
- List of contents included in each bootcamp
- Target audience
- Local partnerships
- List of speakers and short bio

1 Introduction to the deliverable and scope

1.1 Objectives and scope

WP4 – "Go-to-the-Cloud" service development and implementation – aims to implement a support service for information sharing and dissemination, coaching and consulting to EU startups, SMEs and other key stakeholders interested in the development and implementation of cloud solutions.

Therefore, with a very practical and concrete approach WP4 aims to:

- Provide appropriate techno-economic tools and methodologies for planning, designing and evaluating different Cloud solutions.
- Make available a support service for Cloud deployment.

That said, selected techno-economic tools for planning, designing and evaluating Cloud technologies will be adapted and made available in CloudCatalyst website for on-line or off-line utilization, as considered more appropriate.
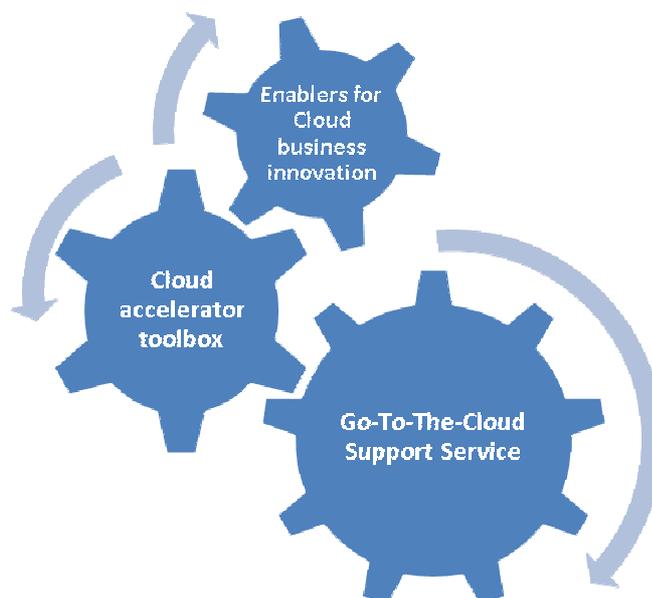
Figure 1- CloudCatalyst key instruments

It will be made available to all the stakeholders that, through several filters can analyze and cross the projects, funding, operators, existing solutions, best practices etc. to find relevant information that will serve as a base for the development of their own Cloud initiatives.

In addition to making available in CloudCatalyst website a suite of techno-economic tools for planning, designing and evaluating Cloud solutions, the project will also implement a support service targeting software developers, scientific community,

entrepreneurs and Cloud start-ups, among others.

This support service will be an information and consulting service to relevant EU and national (EU-27) key players involved in the formulation of future strategies and initiatives for ICTs as well as in the design and management of Cloud systems.

"Go-to-the-Cloud" service will target the needs of key European and national actors by providing to them the necessary input on the most adequate technologies, best practices and use cases according to their specific situation. The service will be deployed and executed from an "end-user centric" and "problem-solving" approach.

The purpose of this service is multifold:

- Stimulating the local stakeholders to set out their intentions that will lead onto successful (e.g. value for money, in budget, on time, sustainable) cloud deployments.
- Contribute for the dissemination of best practices in terms of Cloud Computing implementation and operation.

1.2 Target Audience Characteristics

The bootcamp is directed to every major stakeholder in the CloudCatalyst project, namely entrepreneurs from cloud start-ups, SMEs, incubation centers, start-up accelerators, venture capitalists, business consultants, scientific community, research institutes, policy makers, the European Commission, among others.

That said, our primary and most important target group is startups who are building (or could be building) cloud services and/or cloud-based services, then SMEs and then every support organizations in the entrepreneurial world, which could directly or indirectly benefit from the tools, data and know-how developed with in the CloudCatalyst project and available at the Go-to-the-Cloud Service and local bootcamps.

Naturally, each stakeholder will have different motivations to use the service, so a short description of each stakeholder characteristics and a list of the benefices to use the service are listed below:

1.2.1 Entrepreneurs and Cloud Start-ups

An entrepreneur is "someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced." [Def_Entrepreneur] and a startup is a new venture, lead by an entrepreneur, which has, at an early stage, plenty of uncertainty regarding its product(s), market(s), business model(s), etc.

That said, the entrepreneurs and startups are the primary group of the bootcamps, and they should attend the events to find the necessary know-how to make conscious decisions about building a Cloud Product or a Cloud-based Product.

They should be able to learn about cloud computing advantages, benefits, opportunities and challenges, and follow best practices regarding cloud adoption (to reduce uncertainty in their projects).

1.2.2 SMEs

Similarly to start-ups, the Small and Medium Enterprises (SMEs) that are willing to start an innovative product, or improve a previous one, will be able to find in the bootcamps the necessary know-how and tools to make this transition.

SMEs could also use the comparable knowledge about the European Markets covered in the CloudCatalyst project to make important business decisions related to market expansion.

1.2.3 Incubation Centers, Start-up Accelerators, Venture Capitalists and Business Consultants

Incubation centers, start-up accelerators, venture capitalists and business consultant, as support organizations in the entrepreneurial world, could use the information shared in the bootcamps and tools available at the Go-to-the-Cloud service to (i) teach/mentor entrepreneurs and startups regarding cloud computing advantages, benefits, opportunities and challenges, (ii) build specific programs to Cloud startups and (iii) evaluate the best and/or the most prepared cloud startups to succeed in the Cloud Computing market.

1.2.4 Research Institutes and the Scientific Community

The research institutes and the scientific community will be able to use the information shared in the bootcamps to find opportunities for further research in the cloud computing field (namely, by reading about the challenges faced nowadays by the Cloud Computing industry) and also as an opportunities to interact with the entrepreneurs and the startups using the portal.

Researchers that were able to develop innovative technologies in the Cloud Computing field can explore the business opportunities of it, using the service with a new perspective, namely with the eyes of an entrepreneur.

2 Evaluation framework

The focus of this chapter is to describe and explain the evaluation framework of the bootcamps, defining objectives, scope and methodology for each bootcamp organized by CloudCatalyst team. This will support the consortium on the definition of a successful formula for future events to be organized after the end of the project.

2.1 Main concept

What? CloudCatalyst bootcamp is an event to help companies (re)defining their market strategy and business model. The bootcamp is focused on technology startups that will base their business in Cloud Solutions. Price: The event is completely free!

Who? The bootcamp is for people in the first stages of their entrepreneurial journey.

1) Research teams from universities and institutes;

2) Startup teams (with or without company created);

3) Angel / Seed backed startups

How? Tickets available in Eventbrite: http://www.eventbrite.com/o/cloudcatalyst-7935873963. CloudCatalyst selects the teams that best fit the event agenda.

2.2 Key Performance Indicators

Several key performance indicators have been defined to measure the efficiency of the bootcamps and allow the consortium to create a framework easily replicated in future actions:

1. Number of teams attending the bootcamp
2. Number of teams that applied VS number of teams selected
3. Critical success factors (location, dates, programme, mentors, etc.)
4. Tools that were tested in the bootcamps, which ones worked better
5. Type of teams attending (early stage, mature, sectors, ages, IT vs management background)
6. Communication channels (social media, contact network)
7. Local partners (benefits, type of contribution)
8. Websites (eventbrite, CloudCatalyst website)
9. "CloudCatalyst Bootcamp" programme building
10. Core knowledge of CloudCatalyst applied during the bootcamp

3 Bootcamp description

Three editions of bootcamps will be organized during CloudCatalyst project. The events can be described as on-site workshops for early and advanced stage companies focused on the development of ICT business models, exchange of expertise with other teams and speakers, and acquisition of knowledge on pitching skills. The bootcamps are totally free.

The table below summarizes the main characteristics of each bootcamp to facilitate comparisons between the different editions:

BOOTCAMP 1: Madrid, April 2015 - https://cloudcatalyst-madrid.eventbrite.com

OBJECTIVES	INVITED EXPERTS (EXTERNAL)
Test the concept of the bootcamp and the Cloud Accelerator Toolbox	EU projects involved in Startup Europe, fostering the launch of new startups (4)
METHODOLOGY	**MATURITY DEGREE OF THE PARTICIPANTS**
Lecture+Case+Mentoring+Pitch Lecture based on Cloud Accelerator Toolbox and exercise to apply knowledge on idea definition	Research teams from universities and institutes; Startup teams (with or without company created).

BOOTCAMP 2: Porto, July 2015 - https://cloudcatalyst-porto.eventbrite.com

OBJECTIVES	INVITED EXPERTS (EXTERNAL)
Test the concept of the bootcamp and the Cloud Accelerator Toolbox	Tech-companies with a successful track-record in the creation of technology-based products and services (13)
METHODOLOGY	**MATURITY DEGREE OF THE PARTICIPANTS**
Testimonial+Q&A+Pitch Speakers from successful companies share their own personal experience on relevant topics for Cloud Acceleration.	Research teams from universities and institutes; Startup teams (with or without company created).

BOOTCAMP 3: Ljubliana, September 2015 - http://hekovnik.com/startcloud-bootcamp/

OBJECTIVES	INVITED EXPERTS (EXTERNAL)
Test the concept of the bootcamp and the Cloud Accelerator Toolbox	Startup school experts with a successful track-record in the creation of technology-based products and services
METHODOLOGY	**MATURITY DEGREE OF THE PARTICIPANTS**
Lecture+Case+Mentoring+Pitch Lecture based on Cloud Accelerator Toolbox and exercise to apply knowledge on idea definition	Startup teams (with or without company created) and SMEs

3.1 1st edition - Madrid

3.1.1 General description

The first edition of the bootcamp was held from Wednesday, April 15th to Friday, April 17th, on the CLAID building of Parque Científico de Madrid.

It was designed for people in the first stages of their entrepreneurial journey. The following groups were specifically targeted:
- Research teams from universities and institutes
- Startup teams (with or without company created)
- Angel / Seed backed startups

This image shows the contents that were covered during the three days:

APRIL 15TH | HALF DAY (16 - 19H)	APRIL 16TH | FULL DAY (10 - 19H)	APRIL 17TH | HALF DAY (11 - 13H)
BUSINESS MODELLING & LEAN STRATEGY	**CUSTOMER DISCOVERY & CUSTOMER PROFILING**	**STORYTELLING & HOW TO PITCH**

Introduction of Teams and Mentors
 	
Cloud Accelerator Tools
- Business Model Canvas
- Problem Map
 	
Introduction to:
- Lean Philosophy
- Business Modelling Framework
- Lean Processes
 	
Teams will form an understanding:
- Of the product market fit and what it means for a startup;
 	
- On **Market Segmentation**, learning on:
  - Targeting their market
  - Predicting the market size
  - Segmenting markets
  - Choosing the appropriate segment to target
	Cloud Accelerator Tools
	- Empathy Map
	- VP Canvas
	
	Key Tools
	- Understanding on how to get the most out of the customer discovery process.
	
	Practical Advices
	- How to conduct customer discovery interviews
	- How to build their first landing page without money or technical skills.
	
	Customer Profiling
	- How to look at the world from the customers' point of view, and understanding them;
	- Build the customer experience journey;
	- Problem decomposition; partial problems solving and understanding their value.
		Storytelling
		- Study the art of Storytelling and how it applies to every aspect of the business communication (PR, investor pitching, user acquisition, etc.).
		
		Pitching and Demo Session
		- Teams will pitch to each other and offer feedback.
		- Learning the "dos and dont's" of pitching
		- Audience analysis, and tips and tricks against stage fright.
		- Optional/additional: Sequoia pitch framework for pitching in front of investors.
		
		Conclusion
		Presenting results/pitching in front of 2-3 investors that will give feedback on the teams' work.

The organization of the event was done by the CloudCatalyst consortium in partnership with the Parque Científico de Madrid (PCM). The PCM provided the venue, as well as their expertise in the creation of similar events for the local startup community.

Besides the main collaboration with PCM, this bootcamp was supported by EU-XCEL, EuroCloud España, StartupScaleup, Welcome, Bisite Accelerato, Tetuan Valley and Spain Startup.
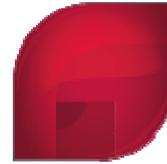
These organizations provided help with the promotion efforts, sharing the bootcamp within their communities and individually contacting teams that were a good fit for the event.

Most of the event contents were imparted by Tomaž Frelih of SI.Mobil, partner of the CloudCatalyst consortium, co-founder and CEO at Hekovnik.

During the second day, the following speakers were invited to present their organizations and the programs that attending teams could apply to:

- From Startup Europe: Igor Tasic. Co-Founder at Gourly & Creator of Startup Europe Week
- As part of Startup Scaleup: Brendan Rowan. Consultant EMEA at BluSpecs
- Representing the WELCOME project: Iván Soto San Andrés. Entrepreneurship Promotion Expert

3.1.2 KPIs for bootcamp evaluation

The bootcamp in Madrid counted with 15 teams that confirmed their participation, but most of them just showed up briefly after working hours. The complete programme was done by 4 teams that attended all the sessions of the 3 days.

Regarding the maturity levels of the teams, all of them were in a similar stage. Their product was well defined, with a working prototype or launched product, but still looking to position themselves in the market and gain traction and growth.

Being a small group of teams in a similar stage, the contents were perfectly aligned with all of their specific problems and challenges. The session that generated more discussions among participants and that was perceived as most interesting was the search for the ideal customer. The tools presented to understand their market and how to steer their product to their needs were perceived as the most useful.

In terms of communication strategy, the event was promoted in social media (Twitter and Linkedin), Eventbrite and in the institutional channels of Parque Científico de Madrid.

CloudCatalyst Bootcamp

CloudCatalyst
Wednesday, April 15, 2015 at 4:00 PM - Friday, April 17, 2015 at 1:30 PM (CEST)
Madrid, Spain

Ticket Information

TYPE	END		QUANTITY
Participant Reservation	Ended	Free	N/A
Thank you!			

Share CloudCatalyst Bootcamp

Share   Tweet

Event Details

What is CloudCatalyst bootcamp: The bootcamp is free event that will help your startup to define its market and assemble a market strategy. This bootcamp is focused on technology startups that will base their business in Cloud Solutions. The bootcamp will be in English.

Who should attend: The bootcamp is for people in the first stages of their entrepreneurial journey. Any of the following are welcome:

- Research teams from universities and institutes
- Startup teams (with or without company created) – minimum 2 founders present
- Angel / Seed backed startups – minimum 2 founders present

Goodies for the participants :)

- Coffee and cookies for everybody!
- Enter the selection process for the Blue Start support program for startups
- Enter the Awards EuroCloud España
- Access CloudCatalyst reports about market trends, critical success factors, funding opportunities and success cases
- Connect with projects and European initiatives that support the launching and funding of your company
- Networking, networking, networking... Have dinner with us, the first drink is on the house!

APRIL 15TH | HALF DAY (16 - 19H)	APRIL 16TH | FULL DAY (10 - 19H)	APRIL 17TH | HALF DAY (11 - 13H)
BUSINESS MODELLING & LEAN STRATEGY	**CUSTOMER DISCOVERY & CUSTOMER PROFILING**	**STORYTELLING & HOW TO PITCH**
Introduction of Teams and Mentors **Cloud Accelerator Tools** - Business Model Canvas - Problem Map **Introduction to:** - Lean Philosophy - Business Modelling Framework - Lean Processes **Teams will form an understanding:** - Of the product market fit and what it means for a startup; - On **Market Segmentation**, learning on: - Targeting their market - Predicting the market size - Segmenting markets - Choosing the appropriate segment to target	**Cloud Accelerator Tools** - Empathy Map - VP Canvas **Key Tools** - Understanding on how to get the most out of the customer discovery process. **Practical Advices** - How to conduct customer discovery interviews - How to build their first landing page without money or technical skills. **Customer Profiling** - How to look at the world from the customers' point of view, and understanding them; - Build the customer experience journey; - Problem decomposition; partial problems solving and understanding their value.	**Storytelling** - Study the art of Storytelling and how it applies to every aspect of the business communication (PR, investor pitching, user acquisition, etc.). **Pitching and Demo Session** - Teams will pitch to each other and offer feedback. - Learning the 'dos and dont's' of pitching - Audience analysis, and tips and tricks against stage fright. - Optional/additional: Sequoia pitch framework for pitching in front of investors. **Conclusion** Presenting results/pitching in front of 2-3 investors that will give feedback on the teams' work.

When & Where

Edificio CLAID del Parque Científico de Madrid
C/ Faraday, 7
Campus de Cantoblanco
28049 Madrid
Spain

Wednesday, April 15, 2015 at 4:00 PM - Friday, April 17, 2015 at 1:30 PM (CEST)

Add to my calendar

Organizer

CloudCatalyst

CloudCatalyst supports startups and SMEs moving into the cloud. The project is supported by the European Commission and brings together 5 partners: Portugal Telecom, UPTEC, the University of Porto Science and Technology Park, UCM, Universidad Complutense de Madrid, founders of the OpenNebula open-source project, EuroCloud association and Si.mobil.

The 1st edition of Catalyst Bootcamp, organized in Madrid, counted with the participantion of teams from different business areas such as MultiDub – a direct movie dubbing service –, Gloshh – a fashion social media network with an integrated marketplace platform –, or a cultural platform to be used while waiting for restaurant service. Madrid bootcamp counted with the participation of EU projects EU-XCEL, StartupScaleup, and Welcome, and was also supported by EuroCloud España, Bisite Accelerator, Tetuan Valley and Startup Spain.

CloudCatalyst is committed to help Start-Ups and SME's to be successful on the Cloud universe, and the bootcamps are a perfect example of that. They provide the participants with a solid framework to study the companies' ideas and their next

3.2   2nd edition – Porto

3.2.1   General description

The Cloud Catalyst Bootcamp @ Porto occurred from July 1st to July 3rd in partnership with Portugal Telecom and UPTEC – Parque de Ciência e Tecnologia da Universidade do Porto and with the support of Eurocloud Portugal.

Since the target audience for the bootcamp were startups and young entrepreneurs aiming to develop a new business idea, the program for the 3 day event included talks from keynote speakers who shared their experience, covering transversal areas of knowledge such as BA investment, pricing plans, and market needs, and also technical issues related to cloud development.

The bootcamp counted with the participation of 30 participants and 13 speakers throughout the three days, who engaged on lively discussions in which cloud growth was the natural focus point!

The bootcamp participants had the opportunity of listening to inspired speakers from diverse successful businesses: Veniam and Farfetch, who raised more than €200 million of funding, shared their experiences about how to scale and succeed in the cloud. Rui Costa from Veniam shared his recipes ("Scaling your Smart City Cloud Cookbook" – watch the video presentation[1]), and Luis Carvalho from Farfetch talked about the amazing journey of his company ("Accelerated growth Tech Challenges").

Another valuable intervention came from Eduardo Espinheira from Winning, who talked to the audience about "Pricing Plans for SAAS", offering a roadmap for the establishment of the pricing strategy.

The discussion between participants and speakers was active and dynamic, showing the growth of interest on the Cloud, its benefits and opportunities.

Agenda of the event:

July 1st:
15:00 - 15:15 Intro CloudCatalyst project
15:15 - 15:45 Market Sessions: How I found my ideal market (**Shiftforward**)
15:45 - 16:15 Market Sessions: How I created a new market need (**Foodintech**)
16:15 - 16:45 Coffee Break
16:45 - 17:15 Market Sessions: How I created an international sales
force (**Globinnova**)
17:15 - 17:45 Market Sessions: Current Trends (**Portugal Telecom**)

July 2nd:
10:50 - 11:00 Intro to second day
11:00 - 11:30 Management&Investment Sessions: The business design and
strategy: processes design and escalation (**Last2Ticket**)

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[1] https://www.youtube.com/watch?v=tB99w5QqbJA&feature=youtu.be

11:30 - 12:00 Management&Investment Sessions: SMEs cloud certification for Business, Software and Security Management (**Strongstep**)

12:00 - 13:00 Companies/Teams presentations (max 15 min each) and Open discussion moderated by CloudCatalyst team:

    Lorq

    Symile.io

    Helppier

13:00 - 14:30 Lunch

14:30 - 15:00 Technical Sessions: How to develop for the cloud (**WIT Software**)

15:00 - 15:30 Technical Sessions: Security Challenges (**JScrambler**)

15:30 - 16:00 Technical Sessions: Scaling your Smart City Cloud Cookbook (**Veniam**)

16:00 - 16:30 Coffee Break

16:30 - 17:00 Management&Investment Sessions: Accelerated growth tech challenges (**Farfetch**)

17:00 - 17:30 Management&Investment Sessions: How Angels Invest in Companies (**Itineris Partners**)

17:30 - 18:30 Companies/Teams presentations (max 15 min each) and Open discussion moderated by CloudCatalyst team:

    Atiiv

    Mosaic

July 3rd:

10:50 - 11:00 Intro to third day

11:00– 11:30 Legal Sessions: Efficient IP Protection of Sofware (**Patents.pt**)

11:30 - 12:00 Market Sessions: Pricing plans (**Winning Management Consulting**)

12:00 - 12:15 Open discussion moderated by CloudCatalyst team

12:15 - 12:30 Wrap-up

List of speakers and short bio:

ShiftForward
Paulo Cunha is an entrepreneur and ad tech expert with a 14 year mixed background of Computing, Web Marketing and Advertising technologies. Previously held roles at data-centric direct marketing company Acxiom and German start-up wunderloop, the online 'Behavioural Targeting' company launched in Europe in 2006, where he worked on company's Connect product (online advertising exchange) and lead its UK technology deployment. Paulo has also consulted for a variety of players in the European display marketplace such as Glam Media (now Mode), Semasio and Xplosion Interactive before co-founding ShiftForward in 2011.

Foodintech
Miguel Fernandes has a degree in Animal Science Engineering at the University of Trás-os-Montes e Alto Douro.
Founding partner of: Saport Lda. – Food Consultancy; Foodintech Lda. – Food Systems and Flowtech – Industrial Systems, companies dedicated to the development and implementation of Industrial Production Control Software's. President and Founder of ESA - Evolution Soccer Academy, an association connected with Benfica with Soccer Schools in Braga, Famalição, Chaves, Viana do Castelo, Cabeceiras de Bastos and Arnoso with over 500 athletes.

Globinnova
Pedro Norton Barbosa is the current head of Cybersecurity at AnubisNetworks dedicated to developing Real Time Threat Intelligence products and technologies worldwide for Security Operation Centers (SOCs), Managed Security Service Providers (MSSPs), Cloud and Network Security Vendors, CERTs and CyberSecurity Organizations.

Portugal Telecom
Miguel Aguiar has a degree in Economics from the Universidade Nova de Lisboa, and is currently the head of international Cloud sales team, at Portugal Telecom, at the same time is putting together the Cloud Partnership Program for the B2B market.
Miguel has 14 year of experience in areas like auditing, management, outsourcing and product management.

Last2Ticket
Emilia Catarina is the founder and general manager of Last2ticket. With a degree in electronic and telecommunications engineering, awarded by the University of Aveiro, and began her professional career as system engineer at Motorola Inc. developing projects in operations for main telecommunications operators.
In 2009 Emilia initiated an Executive MBA program at the Porto Business School and founded Last2Ticket in 2011.

Strongstep
César Duarte, Product Manager at SCRAIM, helped companies improve with software process improvement, Lean and Kaizen. He has a background in engineering with experience in project and product management.

WIT Software
João Raimundo is an Android lover and a Google enthusiast. He got his "hard working" beginning as a Computers Science student at Faculdade de Ciências of University of Oporto, where he also did a MSc in Parallel and Distributed Systems.
As soon as he started to work at WIT Software, he got his first contact with Android technology, developing system libraries for an RCS application. Later he got the opportunity to work with Vodafone services, with specific experience in a Cloud project, for which he is now the team leader at WIT.

JScrambler
Paulo Silva is currently Security Researcher at Jscrambler. With a degree in Computer Sciences (UMinho) and an Innovation and Technological Entrepreneurship master course (FEUP), Paulo is an open source software enthusiast with 10+ years of professional experience developing for the world wide web. He is also a regular OWASP contributor, taking part on materials' translation and security awareness.

Veniam
Rui Costa is a Senior Systems Engineer at Veniam, a startup developing the hardware, software and cloud solutions to deliver the networking fabric for the Internet of Moving Things. Being a cloud-enthusiast and having secure scalability as a goal, Rui has been involved in the design and development of Veniam cloud architecture since day 0.

Farfetch
Luís Carvalho is currently the Head of Development at Farfetch, a company that hopes to give back to independent fashion boutiques the center stage in fashion they   traditionally   enjoyed.
Leading a team of 70+ software engineers helping build and shape enterprise and software architecture, development practices and technology roadmap

Itineris Parteners
Paulo Sobral is managing partner at Enotum Capital, and Itineris Partners, two investment ventures. Expert in global equity investing and in new business development. Developing businesses and teams, in diverse multicultural environments, for more than 30 years.

Patents.pt
Luís Ferreira has a degree in Electrical and Computers Engineering by FEUP (1995) having taken the IS branch. He has worked in IT/IS, media and in intellectual property, especially patents. He is a partner at patents.pt. He is a European Patent Attorney, a Portuguese Patent and Trademark Attorney, and a European Trademark and Design Attorney.

Winning Management Consulting
Eduardo Espinheira is a Senior Project Manager & Business Manager at Winning Management Consulting. Worked several years as Team Leader, Project and Program Manager within the areas of Quality, IT and Operations.

3.2.2 KPIs for bootcamp evaluation

The event at Porto had a different format from the bootcamp in Madrid and there were 49 registered participants in Eventbrite and 30 participants in UPTEC. The event was communicated in Eventbrite (**http://www.eventbrite.com/e/cloudcatalyst-bootcamp-porto-tickets-17166944794**), UPTEC's website (**http://uptec.up.pt/evento/uptec-e-pt-portugal-aceleram-implementacao-de-cloud-na-europa**) and Facebook page (3 posts in different dates), and also through UPTEC's and PT's communication tools such as email sent out to mailing lists and internal communication white board.

One of the critical success factors was the enthusiasm of the speakers and the level of quality of their presentations. Another essential factor is UPTEC's engagement with its community of startups and mentors guaranteeing their support and shared experience in events such as the CloudCatalyst Bootcamp.

In terms of the communication strategy implemented for the bootcamp, the event was promoted in social media (Twitter and Linkedin), Eventbrite and in the institutional channels of UPTEC and PT. The media impact was very high:

Date	Title	Link
6/24/2015	UPTEC recebe primeiro CloudCatalyst Bootcamp de Portugal	http://noticias.up.pt/uptec-recebe-primeiro-cloudcatalyst-bootcamp-de-portugal/
7/29/2015	CloudCatalyst Bootcamp @ Porto	http://cordis.europa.eu/event/rcn/142776_en.html
6/24/2015	CloudCatalyst Bootcamp no Porto de 1 a 3 de Julho	http://abertoatedemadrugada.com/2015/06/cloudcatalyst-bootcamp-no-porto-de-1-3.html
	CloudCatalyst Bootcamp	http://portugalstartups.com/event/cloudcatalyst-bootcamp/
	CloudCatalyst Bootcamp Porto in Porto	http://eventful.com/porto/events/cloudcatalyst-bootcamp-porto-/E0-001-084700415-8@2015070115
6/23/2015	PORTO RECEBE O CLOUDCATALYST BOOTCAMP	http://www.pcguia.pt/2015/06/porto-recebe-o-cloudcatalyst-bootcamp/
6/23/2015	UPTEC e PT Portugal organizam CloudCatalyst Bootcamp	http://www.computerworld.com.pt/2015/06/23/uptec-e-pt-portugal-organizam-cloudcatalyst-bootcamp/
2/13/2015	Startup CloudCatalyst bootcamp – Madrid – april 2015	http://eurocloud.si/lang/sl/2015/02/13/startupbootcampmadrid2015/
8/3/2015	EuroCloud participates within CloudCatalyst bootcamp in Ljubljana	http://eurocloud.si/lang/sl/2015/08/03/eurocloud-participates-within-cloudcatalyst-bootcamp-in-ljubljana/

4/2/2015	Cloud Catalyst Bootcamp in Madrid	http://www.eurocloud.org.mt/cloud-catalyst-bootcamp-madrid/
	Porto recebe primeiro CloudCatalyst Bootcamp nos dias 1, 2 e 3 de Julho	http://uptec.up.pt/noticia/porto-recebe-primeiro-cloudcatalyst-bootcamp-nos-dias-1-2-e-3-de-julho
4/15/2015	Cloud Catalyst Bootcamp	http://www.multidub.com/es/blog/tag/cloud-catalyst-bootcamp/
4/15/2015	Cloud Catalyst Bootcamp	http://www.mapdays.com/list/event.asp?ID=8433749
	CloudCatalyst Bootcamp Porto	https://www.itjobs.pt/evento/669/cloudcatalyst-bootcamp-porto
	CloudCatalyst Bootcamp	http://www.empreendedor.com/index.php?page_id=5124&week=201527&event_id=688
6/22/2015	Os desafios e tendências da cloud debatem-se neste bootcamp	http://www.fibra.pt/internet/tag/CloudCatalyst%20Bootcamp.html
6/23/2015	Portugal and UPTEC accelerate implementation of cloud in Europe	http://www.portugaltelecom.pt/InternetResource/PTSite/UK/Canais/Media/DestaquesHP/Highlights_2015/catalyst_event.htm
6/22/2015	Bootcamp no UPTEC ajuda a potenciar negócios com a ajuda da cloud	http://tek.sapo.pt/expert/artigo/bootcampt_no_uptec_ajuda_a_potenciar_negocios_com_a_ajuda_da_cloud-1445311tek.html
2/17/2015	Le Consortium CloudCatalyst démystifie les freins à l'adoption du Cloud	http://lalettreducloud.com/2015/02/17/le-consortium-cloudcatalyst-demystifie-les-freins-a-ladoption-du-cloud/
2/20/2015	TAU Innovation Day y Cloud Catalyst Bootcamp para emprendedores internacionales	http://loogic.com/tau-innovation-day-y-cloud-catalyst-bootcamp-para-emprendedores-internacionales/
6/23/2015	PT Portugal e UPTEC aceleram implementação de cloud na Europa com CloudCatalyst Bootcamp no Porto	http://news.cision.com/pt/portugal-telecom/i/pt-portugal-e-uptec-aceleram-implementacao-de-cloud-na-europa-com-cloudcatalyst-bootcamp-no-porto,c-1391149621
6/23/2015	UPTEC e PT Portugal organizam CloudCatalyst Bootcamp	http://www.portugalnews.pt/tecnologia/uptec-e-pt-portugal-organizam-cloudcatalyst-bootcamp/
6/24/2015	UPTEC recebe primeiro CloudCatalyst Bootcamp de Portugal (Universidade do Porto)	http://article.wn.com/view/2015/06/24/UPTEC_recebe_primeiro_CloudCatalyst_Bootcamp_de_Portugal_Uni/
6/24/2015	PT Portugal, UPTEC promote cloud start-ups bootcamp	http://www.telecompaper.com/news/pt-portugal-uptec-promote-cloud-start-ups-bootcamp--1088926
6/30/2015	Porto: O CloudCatalyst Bootcamp quer "acelerar novas ideias de negócio" ligadas à "nuvem"	http://jpn.up.pt/2015/06/30/porto-cloudcatalyst-bootcamp-quer-acelerar-novas-ideias-negocio-ligadas-nuvem/

3.3 3rd edition – Ljubljana

3.3.1 General description

The Cloud Catalyst Bootcamp in Ljubljana occurred from October 9th to October 10th in partnership with Si.mobil, Coinvest, Eurocloud Slovenia and Hekovnik startup school. Program was included in wider yearly program start:Cloud organized by Simobil and Hekovnik.

The target audience for the bootcamp were startups and young entrepreneurs aiming to develop a new business idea. The program for the 3 day event included talks from keynote speakers who shared their experience, covering transversal areas of knowledge such as entering the market, developing MVP and also technical issues related to cloud development.

35 teams applied to the botcamp and 17 teams have been selected. All of them have gone through the three days, who engaged on lively discussions in which cloud was the bottom line.

The bootcamp offered teams various of workshops and lectures from business side and hands on experiences to more cloud and IoT related technical talks. At the end, all participants have defined:

- Target market for their product / service
- Typical user of their product/service
- MVP (Minimum viable product)
- Strategy to enter the market
- All the basic knowledge about what kind of technology (Cloud/ IoT) can use for product technology

The discussion between participants and speakers was active and dynamic, showing the growth of interest on the Cloud, its benefits and opportunities.

Landing page:

Agenda of the event:

Day1 – 8.10.2015: 10:15 to 19:00:
10:15 – 10:30 Intro
10:30 – 11:00 CloudCatalyst & start:Cloud project information (team, objectives, main results – tools, trends and challenges).
11:00 – 12:00 Intro: The art of startups
12:00 – 13:00 Workshop: 7 questions by Peter Thiel
13:00 – 14:00 Lunch
14:00 – 15:00 Market: How to find my ideal market
15:00 – 16:00 Market: Workshop

16:00 – 16:30 Break
16:30 – 17:30 Cloud + IoT lecture – Guests EBV Electronic
18:00 – 19:00 Entrepreneurial interview: Marko Filej – Trainers4me
Day2 – 9.10.2015: 10:45 to 18:00:
10:45 – 11:00 Intro to second day
11:00 – 12:00 User: How to find ideal user (model: Empathy map)
12:00 – 13:00 Value Proposition: What is my value proposition? (model: Value Proposition Canvas)
13:00 – 14:00 Lunch
14:00 – 15:00 Value proposition: Workshop
15:00 – 16:00 Value Proposition – Live experience from one startup; Blaž Triglav – Mediately
16:00 – 16:30 Break
16:30 – 17:30 Service and product design – Guest lecture GigoDesign
17:30 – 18:00 Presentation framework (model: Sequoia cap framework)
Day3 – 10.10.2015: 10:45 to 18:00:
10:45 – 11:00 Intro to third day.
11:00 – 12:00 Team Sessions: How to build the perfect team
12:00 – 13:00 Scalable business (with cloud) + SaaS – Guest lecture
13:00 – 14:00 Lunch
14:00 – 16:00 Open workshop (mentors help with tools, presentations)
16:00 – 16:30 Break
16:30 – 18:00 Team presentations (3min + 5min)

Cloud Catalyst Ljubljana bootcamp partners:

Main partners:

Knowledge partners:

Media partner:

List of speakers and short bio:

Blaž Triglav, CEO, Mediately
When he isn't talking to investors (present and future), negotiating with pharmaceutical companies, or thinking of which markets to go to next, Blaž likes to enjoy a glass of (sweet) white wine and read on his first-gen Kindle.

Kritjan Pečanac, Mentor Hekovnik
Once upon a time this hardware developer in telecommunications successfully ran three companies (MediaGS, Dasiy technologies and Digital Development) . Nowadays you can find him coaching companies and startups – over 150 on his list. Ideally his company would run on a bootstrapping principle, driven by data and powered by artificial intelligence.

Marko Filej, CEO, Trainers4me
Marko is Internet entrepreneur and marketing specialist. Trainers4me is an online marketplace where people can find and book sports instructors of any kind and where teachers can offer their services to clients anywhere in the world.

Primož Mahne, creative strategist, GigoDesin

Primož is leading creative strategist in GigoDesing, he have more than 8 years of experience on product and service design. His specialties are mobile apps and IoT products.

Andrej Orel, Head of IoT department – EBV Electronic
IoT specialist and cloud certified trainer. Hi is in the industry for more than 30 years and give open lectures all around the world.

Tomaž Frelih, CEO, Hekovnik startup school
The business guy, a true organizer making sure everything in Hekovnik goes smoothly and gets delivered as planned. All the cool partners complementing our programs – he's the man responsible. Events where you meet all those interesting people – it's him again. Should you have any questions regarding Hekovnik, partnerships or startups in general, just ping him.

Some pictures from bootcamp:

3.3.2 KPIs for bootcamp evaluation

The event at Ljubliana had a different format from the bootcamps in Madrid and in Porto. It was evolution of both. There were 35 registered teams (80 participants). The event was communicated in Hekovnik (main partners) landing page: **http://hekovnik.com/startcloud-bootcamp/** and Facebook page (6 posts in different dates – reach 15.000 people), and also through Eurocloud Slovenia webpage. Simobil also send press release to media.

Key factor for good feedback was Hekovnik, they have great reputation in startup community. At the same time it was also very helpful to include bootcamp in yearly program start:Cloud organized by Simobil and Hekovnik.

In terms of the communication strategy implemented for the bootcamp, the event was promoted in social media (FB, Twitter and Linkedin).

Bootcamp in media related with start:Cloud program.

Date	Title	Link
25/9/2015	Bootcamp announcement	**http://www.startup.si/sl-si/novica/169/bootcamp-si-mobila-in-hekovnika-ali-kaj-se-zgodi-ko-vas-poslovni-model-in-ekipo-testirajo-3-dni-**
3/10/2015	CloudCatalyst Bootcamp @ Ljubljana	**http://mladipodjetnik.si/novice-in-dogodki/dogodki/start-cloud-cloudcatalyst-bootcamp**
15/10/2015	<u>Video klip on national TV</u>	**http://4d.rtvslo.si/arhiv/prava-ideja/174365442**
8/10/2015	Guy who convinced Richard Branson – he was our guest on bootcamp	**http://www.startaj.si/8836761/Novogori%C4%8Dan-ki-je-prepri%C4%8Dal-Richarda-Bransona**
1/10/2015	CloudCatalyst Bootcamp Ljubljana	**http://www.podjetniski-portal.si/index.php?t=E_publikacije&type=prirocnik&article_id=35001**